

Zamaslie Corraliza

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EXPERIENCE

The Maritime Executive, Fort Lauderdale, Florida — *Project Manager*

JUNE 2018 – CURRENT

- Develop, delegate, and communicate project objectives and responsibilities within team of developers, designers, and corporate management.
- Use HTML and CSS to create and format Email Marketing campaigns
- Collaborate with designers to produce content for print and digital campaigns
- Create and manage content calendar that ensures campaigns are completed on schedule
- Map out and supervise tasks using Trello to implement marketing and public relations campaigns
- Manage social media planning for execution of marketing strategies and community engagement
- Lead and facilitate communication between advertising, sales, corporate management, graphics, and external vendors to create new business leads, plan, and implement creative campaigns
- Support sales staff and clients during pre-sale and post-sale ad process by creating Insertion Orders and sending campaign reports
- Design and create project timelines and report analytics using Trello, Google Analytics, Laravel, and Magazine Manager

ClikCloud, Remote Freelancer — *WordPress Web Designer*

JUNE 2019-CURRENT

- Develop content for Managed Service Providers and various technology companies
- Design websites and custom landing pages using WordPress
- Create Email Marketing campaigns using Mailchimp

Ministry of Education, Culture, and Sports, Madrid, Spain — *North American Language and Cultural Ambassador*

OCTOBER 2016 – JUNE 2018

- Provided support to non-native English speakers with reading and writing on an individual, class or small group basis.
- Developed programs and teaching activities and adapted appropriate materials for fostering bicultural learning and appreciation.
- Prepared students for Trinity Graded Examinations in Spoken English and Cambridge First Certificate in English Exam.

EDUCATION

LaunchCode- 2019

Computer Programming & Web Development

Robust and practical course covering core concepts of code, web development, and job-oriented skill track. Students become trained developers, learning skills in C#, Python, and HTML.

Florida State University - 2015

Bachelor of Science in International Affairs

Certificate of Emergency Management & Homeland Security

Concentration in Public Administration

Florida Intl University - 2013

Associate of Arts from the School of International & Public Affairs

LANGUAGES

English, Spanish

SKILLS

Strong training in research, analysis, teaching, and planning. Detail oriented, capable of multitasking efficiently to increase productivity and generate leads.

Prioritization, organization, and analytical skills used to manage teams across several departments.

Digital Marketing, Online Advertising, Social Media Marketing, Marketing Strategy, HTML, Targeted Marketing, Follow up, Digital Strategy, Media Events.

Python/HTML/CSS/WordPress

Software's used: Microsoft Office Systems, Multiple Listing Service (MLS), NRT Asset Management system, JIRA, Google DFP, Magazine Manager, Visual Studio Code, Trello

The Maritime Executive, Fort Lauderdale, Florida —
Marketing Coordinator

AUGUST 2015 - SEPTEMBER 2016

- Researched, collected, and distributed press releases to targeted media.
- Prepared, updated, and communicated production schedules for Magazine, Newsletter, Eblast, and Website ad materials.
- Monitored quality, accuracy, and timeliness of all orders to ensure customer commitments were met through production of high quality material that met delivery expectations.
- Researched competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising; maintained databases.
- Managed advertising campaigns and creative materials for Magazine, Newsletter, Email Marketing, and Website.

American Campus Communities, Tallahassee, Florida — *Leasing Manager*

JANUARY 2015 - MAY 2015

- Coordinated and supervised the activities of the leasing department to ensure maximum occupancy of the 900+ bed student apartment community.
- Oversaw and trained leasing staff on all functions necessary to close sales including making appointments, lead generation, conducting tours, and follow-up.
- Modified and retrieved data from spreadsheets, produced reports and displayed up to date data in a standardized format.
- Produced and coordinated the publication of advertisements for periodicals, direct mailers, follow-up letters, telemarketing campaigns, in-house programs, etc.
- Created and organized monthly employee schedules and resident event schedules.

American Campus Communities, Tallahassee, Florida — *Leasing Agent/Community Assistant*

FEBRUARY 2014 - JANUARY 2015

- Leased 700+ beds using sales and contract experience.
- Utilized problem solving and conflict resolution to settle resident grievances.
- Implemented marketing strategies to target students across multiple universities.
- Planned, scheduled, and executed resident life special events.

Remax Advance Realty II, Miami, Florida — *Administrative Assistant*

FEBRUARY 2014- JANUARY 2015

- Coordinated contract agreements and accessed various real estate networks including MLS, Equator, & NRT.
- Organized meetings and formal visits between corporate clients and Broker.
- Acted as key point of contact between tenants and management company.